

AMENDMENTS TO THE CLAIMS

This listing of the claims will replace all prior versions, and listings, of the claim in the application:

CLAIMS

What we claim as our invention is

1. (currently amended) A system which operates sluice gates to stop rushes footage content buyers from seeing or knowing about any content they are not allowed to buy, comprising the steps of:
 - a. digitizing rushes footage content and tagging the content with metadata, the metadata further comprising rights data, the rights data further comprising geographic and broadcast restrictions pertaining to the content, and the rights data further comprising exemptions to the restrictions pertaining to the content,
 - b. providing an Internet rushes footage website, the website further comprising the digitized content and metadata,

- c. registering a new rushes footage content buyer when the new buyer logs onto the website for the first time, the new buyer having a geographic location and a broadcast status, and wherein the step of registering the buyer further comprises recording the new buyer's geographic location and broadcast status,
- d. checking the buyer's geographic location and broadcast status information when the buyer searches for rushes footage content, wherein the step of checking geographic location and broadcast status information further comprises a sluice gate for blocking rushes footage content that is not allowed for the geographic location or broadcast status of the buyer,
- e. wherein the step of checking the buyer's geographic location and broadcast status information further comprises the step of exempting the buyer from the blocking step if the buyer obtains the exemption to the restriction pertaining to the content, wherein the step of obtaining an exemption further comprises the step of opening the sluice gate and allowing the buyer to view the content,
- f. displaying any restrictions on the content,

- g. providing a contract for purchase of the content by the buyer, the step of providing a content purchase contract further comprising the step of allowing the buyer to agree to the contract for purchase of the content, and
 - h. delivering the content to the buyer if the buyer agrees to the contract for purchase of the content.
- 2. (canceled)
- 3. (canceled)
- 4. (canceled)
- 5. (new) The system of claim 1, wherein the step of providing an Internet rushes footage website further comprises providing a search engine to find and view the rushes footage content.
- 6. (new) The system of claim 1, wherein the step of registering a new rushes footage content buyer further comprises the step of recording the buyer's payment information.
- 7. (new) The system of claim 6, wherein the step of recording

the buyer's payment information comprises recording credit card payment information.

8. (new) The system of claim 6, wherein the step of recording the buyer's payment information comprises creating a customer account.
9. (new) The system of claim 1, wherein the step of registering the broadcast status of the buyer distinguishes between an advertising buyer and a broadcast buyer.
10. (new) The system of claim 9, wherein the step of blocking rushes footage content that is not allowed for the broadcast status of the buyer, further comprises the step of basing the decision to block on the broadcast status of the buyer.
11. (new) The system of claim 1, wherein the step of step of obtaining an exemption is based on the buyer's geographic location information.
12. (new) The system of claim 1, wherein the step of obtaining an exemption is based on the buyer's broadcast status information.
13. (new) The system of claim 1, wherein the sluice gate will

display restrictions on the rushes footage content.

14. (new) The system of claim 13, wherein the display of restrictions on the rushes footage content further comprises a display of restrictions on the length of time rushes footage content may be used.
15. (new) The system of claim 5, wherein the search further comprises information on rights relating to rushes footage content.